

### **REMARKS**

Claims 19-21 are pending in the application. Claim 19 has been amended to correct a minor grammatical error noted by the Examiner. Applicants request reconsideration and allowance for claims 19-21 in light of the remarks below.

### **CLAIM REJECTION – 35 USC §102**

Claims 19-21 are rejected under 35 USC 102(e) as being anticipated by Owensby (US Publication 2002/0077130). Applicants traverse this rejection.

The Examiner alleges that Owensby teaches all the features of claims 19-21. Applicants respectfully disagree.

Owensby teaches that operators can send messages to a mobile station on the basis of the mobile station's real-time location. In other words, using wireless mobile location data included in a call signal, operators can determine the location of a mobile station (i.e., whether the mobile station is located near a specific operator), and if the mobile station is located near the specific operator, send messages to the mobile station. Paragraphs [0007], [0043], and [0045].

On the other hand, claim 19 recites **receiving** a wireless call, the wireless call being one of location incentive offers, wireless based games, and wireless location based advertisement. Owensby teaches **sending** wireless location based advertisement if the mobile station near the sponsor of the advertisement. By contrast, claim 19 recites performing an action when a “location incentive offers, wireless based games, and wireless location based advertisements” are **received**.

For at least the reasons given above, Applicants submit that Owensby fails to teach each and every feature recited in claim 19. Claim 19 is patentable over Owensby. Dependent claims 20-22 are also patentable for depending on an allowable base claim.

### CONCLUSION

Favorable reconsideration and allowance in light of Applicants remark made above are solicited for claims 19-22.

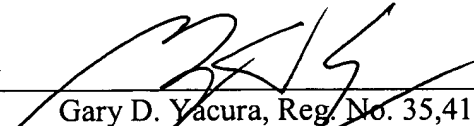
Should there be any outstanding matters that need to be resolved in the present application, the Examiner is respectfully requested to contact the undersigned at the telephone number below.

If necessary, the Commissioner is hereby authorized in this, concurrent, and future replies to charge payment or credit any overpayment to Deposit Account No. 08-0750 for any additional fees required under 37 C.F.R. §§ 1.16 or 1.17; particularly, extension of time fees.

Very truly yours,

HARNESS, DICKY & PIERCE, PLC

By

  
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Gary D. Yacura, Reg. No. 35,416

P.O. Box 8910  
Reston, VA 20195  
(703) 668-8000

GDY/LYP/cm